

Home Furnishings Calendar 1949

JANUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 28 4:00 P.M.- 6:00 P.M. Cocktails	NEW LINE OF CLOSET ACCESSORIES New space savers, garment bags and closet accessories will be shown as well as a new line of inexpensive nursery furniture in a pattern called "Animal Kingdom". Shirred Satintone, a new development in Vinylite plastic, will be featured. Publicity: Genevieve Smith, Reiss Advertising, PL. 7-8030.	E-Z-DO PRINCESS HOUSE	261 FIFTH AVENUE FIFTH FLOOR
Thursday July 28 Just Out	RETAIL DISPLAY MANUAL A new display manual, "Better Displays - Bigger Sales", has just been put out by this company. The book is divided into six sections and covers all the main aspects of display and modernization. All plans and ideas are practical for use by any retailer of rugs and carpets, no matter what his size. One section deals with the Gulistan Display and Planning Service which will furnish the retailer with a floor layout with suggestions for new lighting, use of color, display fixtures, and so on. Charge for this is nominal. The manual is available to Gulistan retailers at \$4.50 a copy. Contact: C. B. Konselman, MU. 5-8386.	A. & M. KARAGHEUSIAN	295 FIFTH AVENUE
Thursday July 28 Just Out	XMAS PROMOTION IDEAS A new publication, "Christmas Ideas for Smaller Stores", has just been released. This includes 49 tried and successful ideas for promoting Christmas business; 20 reproductions of outstanding Christmas advertisements; data on developing a Christmas plan; a compilation of typical merchandise items which lend themselves to successful Christmas business; information on internal layout, publicity, display, merchandising, personnel and so on. Price to members, \$2.00; to non-members, \$3.50. Contact: Robert J. Mayer, CH. 4-8780.	N. R. D. G. A.	100 WEST 31ST STREET
Thursday July 28- August 31	LUSTRON HOUSE EXHIBIT Recently opened, this five-room house will remain on view through August. It is decorated in the "South Pacific" feeling, and was completely furnished for just under \$1400. Publicity: Mary Grizzard, MA. 2-1212, Newark.	L. BAMBERGER & CO.	NEWARK, NEW JERSEY
Sunday July 31- August 4	GIFT, STATIONERY, TOY HOUSEWARES SHOW Over 1,000 nationally known lines of gifts and housewares will be on display. Contact: Kay Leber, Show Director, 1355 Market St., San Francisco 3, California.	WESTERN MDSE. EXHIBITORS 1355 MARKET STREET	CIVIC AUDITORIUM SAN FRANCISCO, CALIF.

WEEK BEGINNING MONDAY, AUGUST 1, 1949

Monday August 1 5:30 P.M.- 7:30 P.M.	COCKTAIL PARTY AND OPEN HOUSE Furniture buyers and their wives will attend a cocktail party, <u>by invitation only</u> , to be given by the Furniture Club of Northern California. Invitations will be available on each furniture floor of the Mart Monday, August 1. Contact: Norman A. Arter, 1355 Market St., San Francisco.	FURN. CLUB OF NO. CAL. 1355 MARKET STREET	MART CLUB AUDITORIUM SAN FRANCISCO, CALIF.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 1 Just out	PRACTICAL HANDBOOK "How to Choose, Decorate and Repair Your House" is the title of a book to be published on this date, written by Jessie B. Stephenson and Cecil E. Lowrie. It contains dependable, up-to-date information on decorating and repairs, scores of easy-to-follow illustrations and complete sections on choosing and planning. Publicity: Ted Anderson, CH. 2-1600.	GROSSET & DUNLAP	1107 BROADWAY
Monday August 1- August 5	LINEN TRADE ASSOCIATION SHOW The second Linen Trade Show will again be held at the Commodore. In addition to displaying decorative and staple linens, there will be seven model room displays, featuring linens, and set up by editors from House & Garden, House Beautiful, American Home, Better Homes and Gardens, Living for Young Homemakers, Today's Woman and McCall's Magazine. Contact: Marie J. Puglis, MU. 3-8700. Publicity: J. R. Naseef, WI. 7-0044.	LINEN TRADE ASSN. 45 EAST 17TH ST.	HOTEL COMMODORE TENTH FLOOR
Monday August 1- August 6	WESTERN SUMMER MARKET Over 2200 manufacturers of all kinds of home goods will exhibit new lines at this Market. The theme is "Fortunes in '49." Contact: Frank K. Runyan, President, Western Merchandise Mart, 1355 Market Street, San Francisco, Cal.	WESTERN MERCHANDISE MART	1355 MARKET STREET SAN FRANCISCO, CAL.
Monday August 1- August 12 9:00 A.M.- 6:00 P.M.	CHICAGO GIFT SHOW Two hundred exhibitors will display more than 500 lines of merchandise at the 48th semi-annual Chicago Gift Show. Many new dinnerware and stationery lines will be shown. On Thursday, August 4, a dinner dance for exhibitors and buyers will be held in the Red Lacquer Room of the Palmer House. Tickets may be obtained from the Secretary's Office, Room 700. The show will close at 1 P.M. on Aug. 6 and Aug. 12 and all exhibits will be closed on Sun., Aug. 7. Contact: George F. Little Management, 220 5th Avenue, New York City, MU. 9-7147.	EASTERN MFRS & IMPORTERS	PALMER HSE., CHICAGO
August 1- August 13	MERCHANDISE MART GIFT SHOW, MERCHANDISE MART, CHICAGO, ILLINOIS. CONTACT: ROBERT B. JOHNSON, ROOM 262, MERCHANDISE MART, CHICAGO 54, ILL.		
August 1- August 26	CONFERENCE ON SILVERSMITHING, RHODE ISLAND SCHOOL OF DESIGN. CONTACT: MARGARET CRAVER, R.I. SCHOOL OF DESIGN, PROVIDENCE, R.I.		
Monday August 1- Sept. 24	RESTORED AND DECORATED HOUSE ON EXHIBITION The Gilbert House, built in 1794, has been restored and decorated in the spirit of the period. Greeff documentary fabrics and wallpapers have been used throughout the house. Open to public. Publicity: Mrs. Ione F. Winans, Storowton, West Springfield, Massachusetts.	CARLETON L. SAFFORD RUDOLPH HENDRIC	STOROWTON W. SPRINGFIELD, MASS.
Tuesday August 2 Evening	RETAILERS' SEMINAR Sponsored by the Retail Furniture Assn. of California, Inc., and open to retailers only, a seminar, "Second Semester - Post Graduate Course in Retailing", will be held under the counsel and direction of a faculty drawn from among the most experienced merchandising authorities in the west. Contact for reservations: Ralph A. Brown, Retail Furniture Assn. of California, Western Merchandise Mart, 1355 Market Street, San Francisco 3, California.	WESTERN MERCH. MART 1355 MARKET STREET	MART CLUB, AUD. SAN FRANCISCO, CAL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 3 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: NEW HOME ACCESSORY A new and revolutionary home product will be introduced to the press by the Hunter Douglas Corporation. By invitation only. Publicity: Ruth Hammer Associates, Inc., EL. 5-7108.	HUNTER DOUGLAS CORPORATION	WALDORF-ASTORIA PALM ROOM
Wednesday August 3 Dinner	TRADE DINNER The annual Western Radio-Television and Appliance dinner will be addressed by James J. Nance, president of Hotpoint, Inc., on "Salesmanship's Number One Job." The other principal speaker will be Julius Klein, vice president of Caloric Stove Corp. Following the speakers' program there will be a complete stage show. Contact: George A. L'Amoreaux, Western Merchandise Mart, 1355 Market Street, San Francisco 3, California.	WESTERN MERCH. MART 1355 MARKET STREET	MART CLUB AUDITORIUM SAN FRANCISCO, CAL.

WEEK BEGINNING MONDAY, AUGUST 8, 1949

August 7-	NEW YORK STATE GIFT SHOW.		
August 10	HOTEL STATLER, BUFFALO, NEW YORK.		
August 8-	TWIN CITY FURNITURE MARKET WEEK, MINNEAPOLIS AUDITORIUM, MINNEAPOLIS.		
August 13	CONTACT: M. C. SALISBURY, SALISBURY CO., MINNEAPOLIS, MINN.		
August 14	V-J DAY.		
August 14-	PITTSBURGH GIFT SHOW, HOTEL WILLIAM PENN, PITTSBURGH, PENNSYLVANIA.		
August 18	CONTACT: JOHN M. HAMMER, KNOX, PENNSYLVANIA.		
August 14-	PACIFIC NORTHWEST GIFT & HOUSEWARES SHOW, OLYMPIC HOTEL & TERMINAL SALES		
August 18	BLDG., SEATTLE, WN. CONTACT: KAY LEBER, 1355 MARKET ST., SAN FRANCISCO.		
August 14-	DOMESTICS & LINEN SHOW, HOTEL NEW YORKER, NEW YORK CITY.		
August 19	CONTACT: MRS. G. R. WIGFALL, LANSDALE, PENNSYLVANIA.		

ADVANCE DATES AND NOTICES

August 15-	AMERICAN NATIONAL RETAIL JEWELERS ASSN. TRADE SHOW, WALDORF-ASTORIA, N.Y.		
August 18	CONTACT: C.T. EVANS, SEC'Y, 551 FIFTH AVENUE, NEW YORK, MU. 2-2764.		
Tuesday August 16	ANNUAL CLUB OUTING	CURTAIN & DRAPERY CLUB 45 W. 35TH STREET	RYE WOOD COUNTRY CLUB WESTCHESTER CO., N.Y.
	The annual outing and day of sports will be held at the same club as last year. Golf, baseball, soft ball, swimming and card games will be held. Tickets are \$12 each which covers all expenses. Contact: George de Luna, Curtain & Drapery Club, 45 West 35th Street, N.Y.C., WI. 7-2500.		
August 16-	ALLIED LINE SHOW FOR CREDIT JEWELERS, BELMONT PLAZA HOTEL, NEW YORK CITY.		
August 19	CONTACT: ARTHUR TARSHIS, 36 WEST 47TH STREET, LU. 2-4627.		
August 20	CHICAGOLAND MUSIC FESTIVAL, HOTEL SHERMAN, CHICAGO, ILLINOIS.		
	CONTACT: P. MAXWELL, CHICAGO TRIBUNE, TRIBUNE TOWER, CHICAGO, ILLINOIS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 21- August 24	PORTLAND GIFT & HOUSEWARES SHOW, PORTLAND & BENSON HOTELS, PORTLAND, ORE. CONTACT: KAY LEBER, WEST. MDSE. EXHIBITORS ASSN., 1355 MARKET ST., SAN FRAN.		
Sunday August 21- August 25 9:00 A.M.- 6:00 P.M.	GIFT, LAMP, CHINA AND GLASS SHOW A new show, sponsored by the Orient-Occident Assn., and known as The Eastern Gift and Lamp Show, will accommodate several firms unable to obtain display space at the regular New York Gift Show. The show will close at 12 noon on Thursday, Aug. 25. Contact: Walter E. Ward, MU. 6-3708	ORIENT-OCCIDENT ASSN. 245 FIFTH AVENUE	HOTEL McALPIN NEW YORK, N.Y.
August 22- August 26	MARKET WEEK, 225 FIFTH AVENUE, NEW YORK CITY. CONTACT: ETHEL MACDONALD, MU. 5-6377.		
August 22- August 26	NEW YORK GIFT SHOW, HOTELS NEW YORKER AND STATLER, NEW YORK, N. Y. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 5TH AVE., N.Y.C., MU. 9-7147.		
Tuesday August 23 Luncheon	PRESS LUNCHEON A press luncheon will be held to introduce a new line of mirrors and mirrored furniture designed by I. Schwartz Glass & Mirror Co. of New York. In the evening, at 8:30 P.M., model rooms featuring the furniture will be shown over WTTG-TV on the "Meet Mrs. Markel" show. Publicity: Doris Herzig, Franklin Fisher & Associates, Inc., MU. 2-1983.	MAYER & COMPANY	WASHINGTON, D.C.
Aug. 23-27	ADIRONDACK CRAFTSMEN'S EXHIBIT, SARANAC LAKE, NEW YORK.		
August 27- August 31	OHIO STATE GIFT SHOW, HOTEL DESHLER-WALLICK, COLUMBUS, OHIO. CONTACT: WALTER E. OFFINGER, MERCHANDISE MART, CHICAGO, ILLINOIS.		
Aug. 28-31	NEW ORLEANS GIFT SHOW, NEW ORLEANS, LOUISIANA.		
Monday August 29 Just out	NEW COOKBOOK "The Texas Cookbook" by Arthur and Bobbie Coleman, lists a wide range of unusual dishes from this lusty state which has a cuisine of its own. It is derived from French, Indian, Spanish, Mexican, and Old South sources with a bit of Italian and Chinese mixed in. Directions are clear and simple and geared to modern cooking methods. Publicity: Eileen Kelly, PL. 7-7350.	A. A. WYN	23 WEST 47TH STREET
Sept. 1	TWO NEW STATIONS, WOW-TV AND KM-TV, WILL OPEN IN OMAHA, NEBRASKA.		
Sept. 2	SEPT.-OCT. ISSUE LIVING FOR YOUNG HOMEMAKERS OUT ON THIS DATE,		
Sept. 4- Sept. 8	DETROIT GIFT SHOW, HOTELS STATLER & BOOK-CADILLAC, DETROIT, MICHIGAN CONTACT: WALTER E. OFFINGER, MERCHANDISE MART, CHICAGO, ILLINOIS.		
Sept. 5	LABOR DAY (Monday).		
Sept. 5- Sept. 8	ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS CONTACT: ALLIED EXHIBITORS, INC., 712 SO. OLIVE ST., LOS ANGELES, CALIF.		
Sept. 1 Going on	OLD STOVE ROUND-UP TO PROMOTE SALE OF NEW EQUIPMENT WILL BE HELD COUNTRY-WIDE. CONTACT: AMERICAN GAS ASSOCIATION, CHICAGO, ILLINOIS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 7- Sept. 9	FALL REGISTRATION Enrollment for the winter term of two semesters will take place on these three days. There is a matriculation fee of \$10. Contact: Elizabeth Wenig, Registrar, 136 East 57th Street, New York City, PL. 8-2943.	PARSONS SCHOOL OF DESIGN	136 EAST 57TH STREET
Sept. 10- Sept. 11	CONTEST TO SELECT PERFECT HOUSEWIFE - "MRS. AMERICA" - CONVENTION HALL, ATLANTIC CITY, N. J. CONTACT: BERT NEVINS, 152 W. 42ND ST., WI. 7-9715.		
Saturday Sept. 10- Sept. 17	FIRST PUBLIC EXPOSITION An extensive exhibit of home goods featuring exhibits by manufacturers and retailers will be open to the public. The exhibition will consist of model rooms with various educational services in addition. No merchandise is to be sold during the exposition and there will be no booths. Persons wishing to make purchases will be directed to representative stores. Prizes will be offered to competing retailers and manufacturers for design and distinctive layout. Contact: Lou E. Schneider, National Furniture and Home Furnishings Shows, Inc., 134 Lexington Ave., New York, N.Y., MU. 5-0218.	NATL. FURN. AND HOME FURNISHINGS SHOWS, INC.	GRAND CENTRAL PALACE
Sept. 11- Sept. 13	5¢ to \$5 VARIETY SHOW, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, L. A. TRADE FAIR, INC., LOS ANGELES, CALIF.		
Sept. 11- Sept. 14	NATL. INDUSTRIAL STORES ASSN. CONVENTION, HOTEL AMBASSADOR, ATLANTIC CITY. CONTACT: HULL BRONSON, SOUTHERN BLDG., 15TH & H ST., WASHINGTON, D.C.		
Sunday Sept. 11- Sept. 17	SECOND ANNUAL NATIONAL HOME WEEK For the second year, National Home Week will be observed throughout the country. At this time companies in all phases of the building industry will report to the public on new materials and building methods. Model homes will be put on display. Retail stores, manufacturers, dealers and utility companies will all cooperate. Contact: National Association of Home Builders, 1028 Connecticut Ave., N.W., Washington, D. C.	NATIONAL ASSOCIATION OF HOME BUILDERS	1028 CONN. AVE., N.W. WASHINGTON, D.C.
Sunday Sept. 11- October 10	CHICAGOLAND HOME AND HOME FURNISHINGS FESTIVAL Completely furnished and decorated model homes, model rooms, etc. will show 1949's newest appliances, furniture, building materials and equipment during the festival. A special Festival Supplement will be published by the Tribune on September 11. Contact: Chicago Tribune, Tribune Tower, Chicago 11.	HOME & HOME FURN. COUNCIL CHICAGO, CHICAGO TRIBUNE	ILLINOIS
Sunday Sept. 11- Nov. 20	EXHIBIT OF HOME GOODS "For Modern Living" is the title of this extensive exhibit which will inform the public, through a dramatic series of exhibits of furnishings and articles for the home, how much modern design of high standards contributes to the convenience and pleasure of living. Between 2,000 and 3,000 objects including furniture, fabrics, floor coverings, ceramics, glass and plastics, metal and wood objects, utensils and so forth will be used in these exhibits. Alexander Girard, architect and designer is the director and will be assisted by a large committee of outstanding people in the field. J.L. Hudson Co. is working closely with the Institute. Contact: Alexander Girard, 379 Fisher Road, Grosse Point 30, Michigan.	DETROIT INST. OF ARTS	DETROIT, MICHIGAN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 12- Sept. 16	BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASSACHUSETTS CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK 1, N.Y.		
Sept. 12- Sept. 16	PARKER HOUSE GIFT SHOW, PARKER HOUSE, BOSTON, MASSACHUSETTS CONTACT: JOHN CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		
Sept. 13- Sept. 15	FLORIDA CHINA, GLASS AND GIFT SHOW, SAN JUAN HOTEL, ORLANDO, FLORIDA CONTACT: M. E. LORD, 3616 ST. JOHN'S AVENUE, JACKSONVILLE, FLORIDA.		
Wednesday Sept. 14 12:15 P.M.	FIRST FALL LUNCHEON The first luncheon meeting of the fall will be held on this date in the Hendrik Hudson Room of the Roosevelt. Alfred Auerbach is the moderator and Yasha Heifetz, lamp designer, and Marcel Breuer, architect, are the speakers. Contact: Josephine Brush, SA. 2-1839.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Wednesday Sept. 14- Sept. 24	SHOW ROOMS ON SHOW How to plan a showroom will be demonstrated in an exhibit "Show Rooms on Show" with the following topics covered: How to Analyze a Floor Plan, Lighting, Partitions, Colors, New Building Materials, New Display Ideas. All ideas will be presented in sketch and blue-print form. Hours: 4 to 7 P.M. on September 14; thereafter 10:30 A.M. to 5 P.M. daily. Contact: Kim Hoffmann or Stephen Heidrich, PL. 5-9555.	HOFFMANN & HEIDRICH	139 EAST 57TH ST.
Sept. 17- Sept. 22	ST. LOUIS GIFT SHOW, STATLER HOTEL, ST. LOUIS, MISSOURI. CONTACT: G.L. WENNERSTROM, KANSAS CITY MERCH. MART, KANSAS CITY, MISSOURI.		
Sept. 18-21	NORTHWEST GIFT, ART & HOUSEWARES SHOW, RADDISON HOTEL, MINNEAPOLIS, MINN.		
Sept. 18-21	BALTIMORE GIFT SHOW, LORD BALTIMORE HOTEL, BALTIMORE, MARYLAND.		
Sept. 18- Sept. 21	DENVER GIFT & JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO CONTACT: ALLIED EXHIBITORS, 712 SO. OLIVE ST., LOS ANGELES, CALIFORNIA.		
Sunday Sept. 18- Sept. 24	NEW ENGLAND VILLAGE AND HOME DISPLAYS A complete, typical New England village - Storowton Village - is part of this annual exposition. The buildings, all of the Revolutionary era, have been installed on the Exposition grounds and serve as a setting for Home Department displays and activities during this period. Publicity: Mrs. Ione F. Winans, Storowton, West Springfield, Massachusetts.	EASTERN STATES EXPOSITION	WEST SPRINGFIELD MASSACHUSETTS
Sept. 19- Sept. 23	FALL FURNITURE SHOW, MECHANICS BUILDING, BOSTON, MASSACHUSETTS CONTACT: MARY C. O'BRIEN, DIRECTOR, 90 CANAL ST., BOSTON, MASSACHUSETTS.		
Sept. 26- Sept. 30	PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILADELPHIA, PENNA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 20 FIFTH AVENUE, NEW YORK 1, N.Y.		
Monday Sept. 26- Sept. 30	PREMIUM AND ADVERTISING SPECIALTIES EXPOSITION The annual Premium Show will feature the offerings of more than 250 manufacturers. A symposium on premium products will be held that week. Contact: Arthur Tarshis, exposition manager, LU. 2-4627.	PREMIUM ADV. ASSN OF AM. N. Y. PREMIUM CLUB	71ST REG. ARMORY 34TH ST. AT PARK

DATEWHAT'S GOING ONGIVEN BYWHEREMUSEUM, GALLERY AND GARDEN NEWS

Tuesday August 9- August 10	GLADIOLUS SHOW The annual gladiolus show will be held on these dates. Any exhibit of seasonal material or horticultural interest is welcome. Hours: August 9, 1 to 10 P.M., August 10, 10 A.M. to 4 P.M. Publicity: Mrs. Elizabeth Peterson, PL. 7-0915.	HORTICULTURAL SOCIETY	THE ESSEX HOUSE
Tuesday Sept. 13- Oct. 30	PRESS PREVIEW OF TEXTILES The life work of Ani Albers, outstanding weaver-designer and weaving teacher in this country, will be on display. Miss Albers was formerly associated with the Bauhaus in Germany. Open to public on Sept. 14. Hours 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET

NOTE FROM THE EDITORS

Designers and manufacturers who are interested in exhibiting their work and merchandise at the International Textile Exhibition to be held at the University of North Carolina, Greensboro, N.C., in November of this year, should bear in mind that entry blanks must be in by September 15th and exhibits by September 22nd. The following classifications are acceptable: woven rugs, woven clothing fabrics, woven drapery and upholstery fabrics, napery, both woven and printed, printed textiles, woven synthetics; woven linen. Cash purchase awards will be made. Contact: International Textile Exhibition, Secretary, Department of Art of Woman's College of University of North Carolina, Greensboro, N. C.

GIVE-AWAY SHOW

For Prizes, Incorporated, 130 East 44th Street, New York 17, N.Y. This concern, which represents local radio stations, solicits prizes from manufacturers who want their products given ample time on the air. The concern now services 150 radio and television stations and over 120 nationally known manufacturers. Address Rose Magdalany, Prizes, Inc., 130 East 44th St., New York 17, N.Y., MU. 7-4375.

For "They're Off", WABD, Channel 5, Dumont Television, 515 Madison Ave. This visual audience participation program with a jackpot prize awarded to home viewers is shown from 8:30 to 9 P.M. Thursday evenings. Until won the jackpot increases weekly. For inclusion in the jackpot prizes worth \$100 or more retail are solicited. Consolation prizes in the \$25 range are also desired. Firms contributing products are allowed to have a picture of the product flashed on the screen with slogans and allied material as well as having this read by the announcer. This procedure is repeated twice during the program. Manufacturers interested should write or telephone Charles Horowitz, 229 West 42nd Street, New York 18, N.Y., BR. 9-1023 and HA. 3-7924.

For "Best Girl", Station WOR, Monday through Friday at 3:30 P.M. Any manufacturer wishing to contribute merchandise for prizes in exchange for the usual publicity plug on this show which features John Reed King as MC should write or telephone Mr. Reiner, The Schepp-Reiner Co., 275 Fifth Avenue, New York 17, N.Y., LE. 2-4991.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
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Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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